



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

SHORR, JOHNSON, MAGNUS & PARTNERS,  
LLC - 22132  
ATTN: MICHAEL D'ETTORE  
1831 CHESTNUT STREET #602  
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand				Product Code				Station/Market			
401884	10-08-2012	10-08-2012	2	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE				POLITICALS				WPVI - PHILADELPHIA			
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package	Contract Title			
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	T	F	S	S
1	10-09-2012	10-12-2012	05:00AM - 06:00AM		MORNING NEWS 5A MO-FR (6948)			8	30	1	1	1	1	1		
2	10-15-2012	10-15-2012	05:00AM - 06:00AM		MORNING NEWS 5A MO-FR (6948)			8	30	1						
3	10-09-2012	10-12-2012	07:00AM - 09:00AM		MORNING NEWS GMA 7A MO-FR (6910)			8	30	2	2	2	2	2		
4	10-15-2012	10-15-2012	07:00AM - 09:00AM		MORNING NEWS GMA 7A MO-FR (6910)			8	30	2						
5	10-09-2012	10-12-2012	06:00AM - 07:00AM		MORNING NEWS 6A MO-FR (6949)			8	30	2	2	2	2	2		
6	10-15-2012	10-15-2012	06:00AM - 07:00AM		MORNING NEWS 6A MO-FR (6949)			8	30	2						
7	10-09-2012	10-12-2012	04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)			9	30	1	1	1	1	1		
8	10-15-2012	10-15-2012	04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)			9	30	1						
9	10-09-2012	10-12-2012	06:00PM - 06:30PM		EARLY NEWS 6P MO-FR (6989)			9	30	1	1	1	1	1		
10	10-15-2012	10-15-2012	06:00PM - 06:30PM		EARLY NEWS 6P MO-FR (6989)			9	30	1						
11	10-13-2012	10-13-2012	06:00PM - 07:30PM		6-730P SAT NEWS (7191)			9	30				1			
M	MG Group #	Preempted	Rate Reason		MG Description			Duration								
	334015	10-13-2012	1,000 DUE NET SPORTS		1 X 30 @ \$600 F 03:00PM - 04:00PM - 10/12/12-10/12/12 (7997), 1 X 30 @ \$400 Su 06:00AM - 07:00AM - 10/14/12-10/14/12 (7055)			9	30		X		1	600	1	600.00
			Total:		1,000											
12	10-09-2012	10-12-2012	07:00PM - 07:30PM		ACCESS MO-FR JEOPARDY (7063)			9	30	1	1	1	1	1		
								Preempt Total:		-1						-1,000.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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401884	10-08-2012	10-08-2012	2	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS						WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
13	10-15-2012	10-15-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)			9	30	1							1	3,000	1	3,000.00
14	10-09-2012	10-12-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30		1	1	1	1			4	2,500	4	10,000.00
15	10-15-2012	10-15-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30	1							1	3,000	1	3,000.00
16	10-15-2012	10-15-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	2							2	10,000	2	20,000.00
R	17	10-09-2012	10-09-2012	10:00PM - 11:00PM	PRIME TU10 (7016)			8	30		1					1	9,000	1	9,000.00
	18	10-14-2012	10-14-2012	09:00PM - 10:00PM	PRIME SU9 (7050)			8	30					1		1	13,000	1	13,000.00
	19	10-09-2012	10-14-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30		1	1	1	1	1	6	3,200	6	19,200.00
	20	10-15-2012	10-15-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	1						1	3,200	1	3,200.00
	21	10-14-2012	10-14-2012	09:00AM - 09:30AM	WEEKEND NWS 9-1030A SU (7057)			9	30					1		1	600	1	600.00
	22	10-13-2012	10-14-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			9	30				1	1		2	800	2	1,600.00
	23	10-13-2012	10-13-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)			9	30				1			1	700	1	700.00
	24	10-15-2012	10-15-2012	10:00PM - 11:00PM	PRIME MO10 (7010)			9	30	1						1	6,000	1	6,000.00
	25	10-10-2012	10-10-2012	10:00PM - 11:00PM	PRIME WED MOVIES/SPECIALS (7022)			9	30		1					1	6,000	1	6,000.00
	26	10-10-2012	10-10-2012	09:00PM - 10:00PM	PRIME WE9 (7020)			8	30		1					1	12,000	1	12,000.00
	27	10-11-2012	10-11-2012	08:00PM - 09:00PM	PRIME TH8 (7038)			9	30		1					1	4,000	1	4,000.00

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28	10-12-2012	10-12-2012	10:00PM - 11:00PM	PRIME FR10 (7044)			9	30				1		1	3,000	1	3,000.00		
29	10-14-2012	10-14-2012	08:00PM - 09:00PM	PRIME SU8 (7049)			8	30				1		1	7,150	1	7,150.00		
30	10-14-2012	10-14-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)			9	30				1		1	1,000	1	1,000.00		
31	10-09-2012	10-09-2012	08:00PM - 09:00PM	PRIME TU8 (7014)			9	30	X					2	5,000	2	10,000.00		
32	10-09-2012	10-09-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	30	X					1	3,000	1	3,000.00		
												Contracted Gross Total:	71	210,450.00					
												Actual Gross Total:	72	210,450.00					
												Agency Commission:		31,567.50					
												Net Total:		178,882.50					
Month/YR			Preempted	Made Good		Contract Total		Adjustments					Actual Total						
Oct	12		1,000.00	1,000.00		210,450.00		0.00					210,450.00						
<b>TOTAL</b>			<b>1,000.00</b>	<b>1,000.00</b>		<b>210,450.00</b>		<b>0.00</b>					<b>210,450.00</b>						

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